Report on Financial Literacy Program Organized by SBI Life Downtown Branch in Collaboration with B C Medhi College, Ramdia

Date: 19th June 2025

Time: 12:30 PM

Venue: ICT Hall, B C Medhi College

Organizers: SBI Life Downtown Branch and B C Medhi College

Chairperson: Dr. Biswajit Das, Principal, B. C. Medhi College, Ramdia

Chief Guest: Arindom Dey, DSM, SBI Life

Presenter: Manoranjan Bordoloi

Participants: Staff members of SBI Life Downtown Branch & faculty and students of B C Medhi College, Ramdia

On 19th June 2025, SBI Life Downtown Branch, in collaboration with B C Medhi College, successfully organized a Financial Literacy Program at the ICT Hall of B C Medhi College. The event aimed to enhance financial awareness among students and faculty, equipping them with essential knowledge and skills to make informed financial decisions. The program underscored the importance of financial planning, savings, insurance, and investment in achieving long-term financial security.

The event was chaired by Dr. Biswajit Das, Principal of B C Medhi College, who shared the dais with Arindom Dey, DSM, SBI Life Downtown Branch. The session was expertly presented by Manoranjan Bordoloi, a trainner of SBI Life, and anchored by Jitendra Deka, who ensured a seamless flow of the program. The event saw enthusiastic participation from SBI Life staff, college faculty, and a large number of students.

Objectives of the Program:

The Financial Literacy Program was designed with the following objectives:

1. To educate participants about the importance of financial planning and budgeting.

2. To raise awareness about various financial products, including savings accounts, insurance, and investment options.

3. To empower students with knowledge to manage personal finances effectively.

4. To highlight the role of SBI Life in promoting financial inclusion and security.

The program commenced at 12:30 PM with a warm welcome address by the anchor, Jitendra Deka. He introduced the dignitaries on the dais, including Dr. Biswajit Das, Arindom Dey and Manoranjan Bordoloi, and outlined the agenda for the session.

Dr. Biswajit Das, in his opening remarks, emphasized the significance of financial literacy for young adults, particularly faculty & students, in today's dynamic economic environment. He lauded the collaborative effort between SBI Life and B C Medhi College, noting that such initiatives align with the college's commitment to holistic education. He encouraged students to actively engage in the session and apply the knowledge gained in their personal lives.

Arindom Dey, DSM, SBI Life, delivered a keynote address, highlighting SBI Life's mission to promote financial inclusion across diverse demographics. He stressed the importance of early financial planning and introduced SBI Life's range of insurance and investment products tailored to meet the needs of young individuals. His address set an engaging tone for the session, underscoring the practical relevance of the program.

Mr. Manoranjan Bordoloi's presentation was interactive, incorporating real-life examples and case studies to make complex financial concepts accessible to the audience. He also highlighted SBI Life's commitment to customer-centric financial solutions, showcasing products designed for different life stages.

The session included a Q&A segment, where students and faculty raised queries about investment options, insurance policies, and financial planning strategies. Mr. Bordoloi addressed each question with clarity, ensuring that participants left with a deeper understanding of the topics discussed.

The program concluded with a vote of thanks delivered by Dr. Biswajit Das. He expressed gratitude Arindom Dey for his valuable insights, and Manoranjan Bordoloi for his engaging presentation. He also acknowledged the active participation of students, faculty, and SBI Life staff, which contributed to the event's success. Along with this he expressed gratitude to the branch for the HP printer machine as a gift to college.

Dr. Biswajit Das, in his closing remarks, reiterated the importance of financial literacy as a life skill and encouraged students to stay curious and proactive in managing their finances. He expressed hope for more such collaborations with SBI Life in the future.

Outcomes and Impact

The Financial Literacy Program achieved its objectives by:

- Enhancing participants' understanding of financial planning and management.

- Raising awareness about SBI Life's financial products and services.

- Empowering students to make informed financial decisions early in life.

- Fostering a stronger partnership between SBI Life Downtown Branch and B C Medhi College.

The Financial Literacy Program organized by SBI Life Downtown Branch in collaboration with B C Medhi College on 19th June 2025 was a resounding success. The event effectively bridged the gap between theoretical knowledge and practical financial skills, benefiting students, faculty, and the broader community. The leadership of Dr. Biswajit Das, the expertise of Arindom Dey and Manoranjan Bordoloi, and the dynamic anchoring by Jitendra Deka were instrumental in making the program engaging and impactful.

This initiative serves as a model for future collaborations between financial institutions and educational organizations, promoting financial literacy as a cornerstone of personal and societal development. SBI Life Downtown Branch and B C Medhi College look forward to organizing more such programs to empower individuals with the tools for financial success.

Glimpses of the Programme

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Collaboration with
Ramdia
Intuitively smart.
Light on price.

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